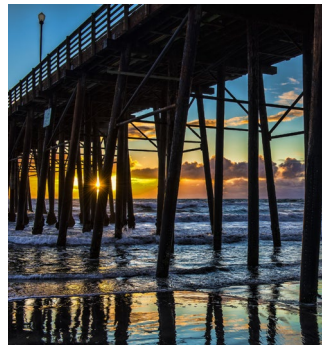
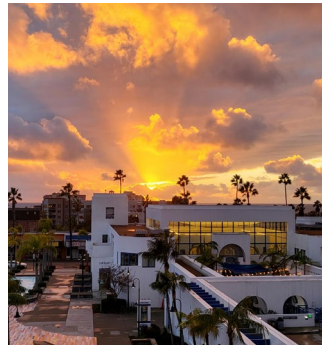


# CITY OF OCEANSIDE

AN ENSEMBLE OF  
ACCOMPLISHMENTS  
AND INITIATIVES IN 2021



## 2021 ANNUAL REPORT

# CITY OF OCEANSIDE

Oceanside, California is an exceptional community with a deep pride in its roots and accomplishments throughout its 134 year history. Oceanside is a full-service city, providing its own police and fire services, library, water and sewer services. In addition, the City has a municipal airport, a beautiful small craft harbor, one of the longest wooden piers on the west coast, golf courses, swimming pools, numerous parks, community centers, and extensive palm-lined beaches. Oceanside offers exciting hands-on recreational opportunities such as museums, bike trails, whale-watching tours, skydiving, stellar dining, and so much more. Oceanside enjoys sunshine and coastal breezes nearly every day. Oceanside has a highly-rated livability factor with a thriving downtown and art scene, easy access to San Diego and Los Angeles, plenty of open spaces, miles of beautiful beaches, unique architecture and historic buildings, and an efficient transportation hub.

2022 promises to be a momentous year as we implement a record number of community investments and embark on opportunities to shape our City's future.

## 2021 HIGHLIGHTS



**\$23.5 million**  
in grants  
obtained



Pure Water  
Oceanside is  
operational - the 1st  
in SD County



**53** lane miles of  
roads paved and  
**2,400** potholes  
filled



Opened Wagner  
Aquatic Center at  
El Corazon



**72,848** "911"  
calls answered



**97,910** senior meals  
home delivered



**8,569** business  
licenses  
issued/renewed



**35,000** Library  
books/materials  
home delivered



Coastal railway  
Quiet Zone  
established



Processed **4,784**  
building permits



Street sweepers  
removed 5,292,280  
lbs of debris from  
streets



Rolled out food  
scraps recycling  
program to over  
**1,000** businesses



Awarded **344** COVID-19  
small business grants



# OCEANSIDE CITY COUNCIL

Oceanside has a Council/Manager form of government. Oceanside's five-member City Council is the legislative body of the City, and is responsible for establishing City policy. The Mayor and Councilmembers are elected for staggered four-year terms, and a transition to District Elections was fully completed in 2020. The Mayor is elected at-large. The City Council works closely with the City Manager to ensure that policy is effectively implemented.



**Esther C. Sanchez**  
Mayor

[esanchez@oceansideca.org](mailto:esanchez@oceansideca.org)



**Ryan Keim**  
Deputy Mayor - District 3

[rkeim@oceansideca.org](mailto:rkeim@oceansideca.org)



**Kori Jensen**  
Councilmember - District 1

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**Christopher Rodriguez**  
Councilmember - District 2

[crodriguez@oceansideca.org](mailto:crodriguez@oceansideca.org)



**Peter Weiss**  
Councilmember - District 4

[pweiss@oceansideca.org](mailto:pweiss@oceansideca.org)

## CITY COUNCIL STRATEGIC GOALS INCLUDE:

**City Services:** Maintain fiscally sustainable policies that support core services.

**Sustainable Growth:** Encourage sensitive infill to maximize existing infrastructure.

**Economic Vitality:** Build partnerships with public/private entities for job creation and economic growth.

**Quality of Life:** Improve quality of life, safeguard environmental resources, and provide cultural and recreational opportunities.

**Civic Engagement:** Encourage citizen and neighborhood involvement to develop a shared sense of community.

## CITY OF OCEANSIDE MISSION STATEMENT

*To enhance the quality of life through outstanding service to its diverse community.*

# OCEANSIDE DISTRICTS

Oceanside's Mayor and Councilmembers are elected for staggered four-year terms, and the transition to district elections began with Districts 1 and 2 in 2018 and Districts 3 and 4 in 2020. The Mayor is elected at-large.

All cities with City Council Districts must engage in redistricting every 10 years following the federal census, in order to ensure that all Districts continue to have equal populations. The redistricting process is now

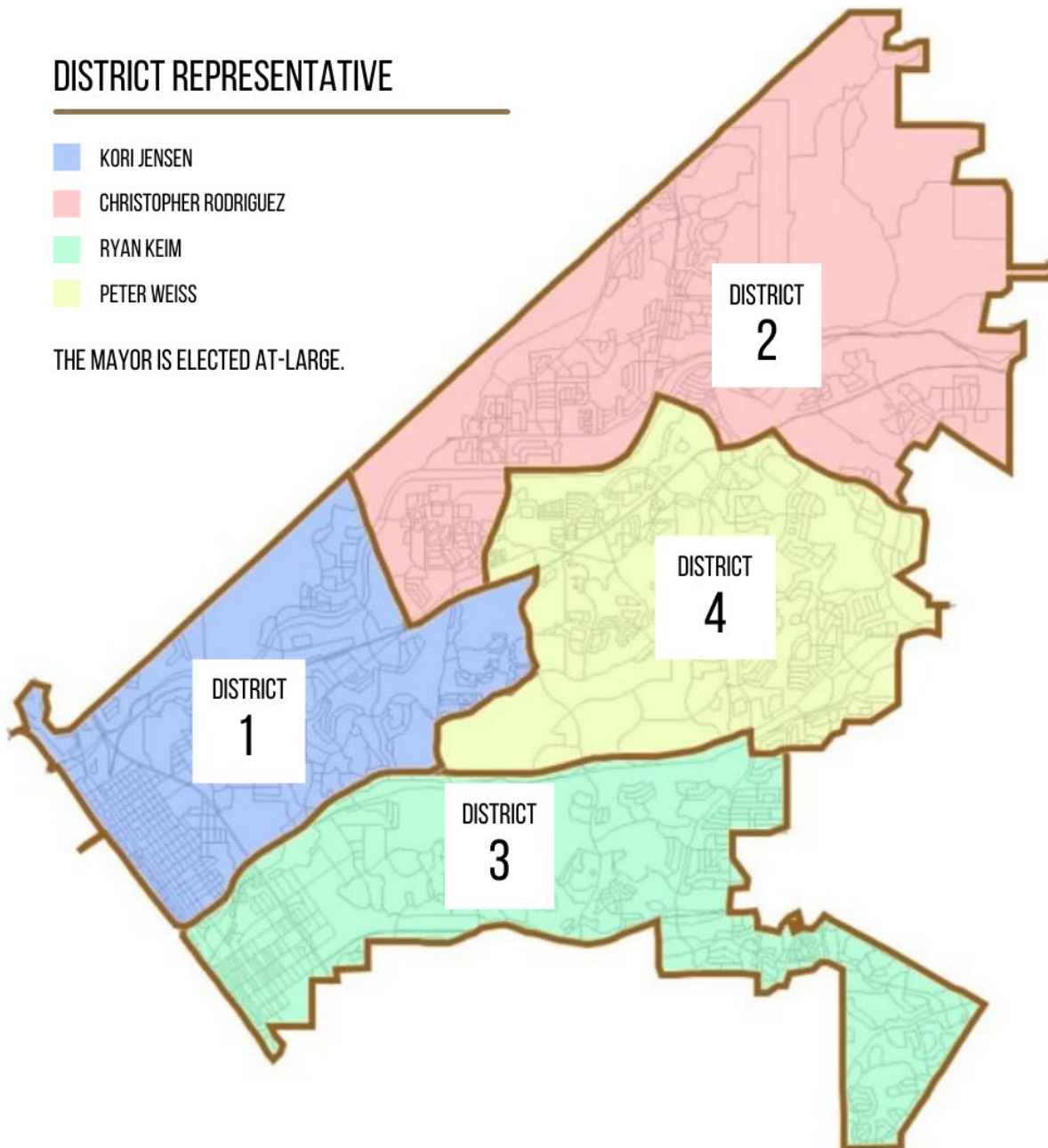
underway and will conclude in March 2022 after nine Public Hearings and Community Outreach meetings.

Aside from serving on the Oceanside City Council, the Mayor and Councilmembers serve on numerous committees and commissions, both locally and regionally, such as the SANDAG Board of Directors, the North County Transit District Board of Directors, and others.

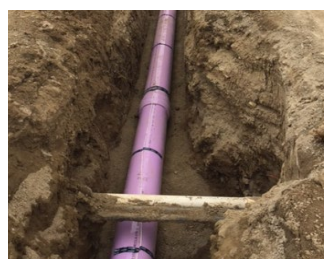
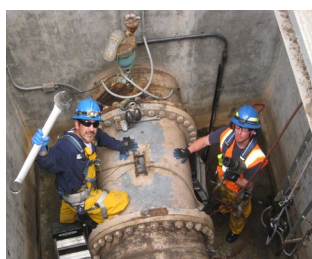
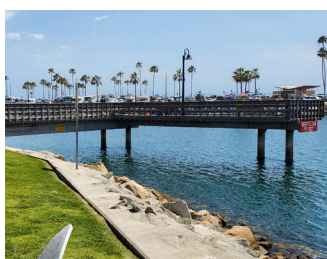
## DISTRICT REPRESENTATIVE

-  KORI JENSEN
-  CHRISTOPHER RODRIGUEZ
-  RYAN KEIM
-  PETER WEISS

THE MAYOR IS ELECTED AT-LARGE.



# SAVING PUBLIC DOLLARS WITH GRANTS



It's the City's policy to aggressively pursue grant funding from federal, state and other sources, consistent with City goals and objectives. In fiscal year 2020/2021, the City of Oceanside received over **\$23.5 million** in grant funding. The funding is directed toward a myriad of exciting projects and programs, including the construction of the new Fire Station 1 downtown, implementing the City's Climate Action Plan, a new and improved Harbor Small Fishing Pier, emergency aid to house homeless

residents, operations at the Oceanside Sobering Services Center, family literacy programs, science & technology camps for kids, teen interns at the Library, enhanced bookmobile programming, firefighting equipment, water reclamation and reuse projects, Oceanside Municipal Airport improvements, Marshall Street and Brooks Street Pool repairs and modernization, coastal wetlands restoration at Loma Alta Creek, traffic safety programs, K-9 equipment, and more. Staff continues to seek all available funding sources to help meet City goals.

## GRANT NEWS

In fiscal year 2020/2021, the City of Oceanside received over **\$23.5 million** in grant funding



# ESSENTIAL SERVICES

## WATER UTILITIES

**Pure Water Oceanside** is notably the first fully operational potable reuse facility in San Diego County, which will produce enough water to provide **more than 30% of the city's water supply**.

Along with that historic achievement for our City, the Water Utilities team also:

- Installed **3,688** Advanced Metering Infrastructure (AMI) meters.
- Cleaned and inspected **359 miles** of sewer line.
- Upgraded four sewer lift stations.
- Digitally mapped sewer assets and recorded conditions critical to identifying "hot spot" areas and locations to target for follow up improvements.
- Completed over **18,000** service orders. The metering group also covers a total of 42 square miles while reading meters, and averages 7-10 miles of walking per day.



## ECONOMIC DEVELOPMENT

The City's Economic Development Division ensures the financial stability of the City by assisting users, developers, and brokers with business relocation, and business expansions that create new job opportunities and increased investment in the City. In 2021:

- Assisted with the opening of approximately **83** new brick and mortar businesses.
- Hosted a job fair that attracted over 45 local employers and **200** local job seekers.
- Celebrated the grand opening of the Mission Pacific Hotel and Seabird Resort; both received project awards at SDNEDC's "Excellence in Economic Development" event.
- Facilitated the groundbreaking of the coming El Corazon Sports Arena.
- Coordinated the City's Small Business and Non-Profit COVID-19 Grant Programs.
- Issued or renewed **8,569** business licenses



# ESSENTIAL SERVICES

## PUBLIC SAFETY

- The Oceanside Police Department answered **72,848** '911' calls for service.
- The Oceanside Fire Department responded to **19,919** emergencies, including fire, auto, and emergency medical incidents.
- **3,316** fire safety inspections and **51** fire investigations were conducted.
- The Oceanside Beach Lifeguards conducted **1,562** water and boat rescues with a beach attendance of 3.6 million people.
- Over **78** acres of vegetation were mowed between Benet Road and College Boulevard for the San Luis Rey River Flood Control Project.
- Thanks to [Measure X](#), plans were completed to construct a newly-located downtown Fire Station 1; construction will begin in 2022.
- The Oceanside Police Department held its seventh session of the Oceanside Youth Partnership, a police officer/youth mentoring program geared towards at-risk Oceanside teens.

**72,848**

911 calls for service

**19,919**

Fire Department responses

**1,562**

Beach Lifeguard water & boat rescues with beach attendance of 3.6 million

**3,316**

Fire safety inspections and 51 Fire investigations

Oceanside Police Department staff raised **\$3,000** to buy holiday meals and gift cards for **23** Oceanside families in need at its annual Turkey Drop.



# MAJOR PROJECTS

## OCEANSIDE QUIET ZONE

The City worked in cooperation with the Federal Railroad Administration and North County Transit District to establish the Quiet Zone from Cassidy Street to Surfrider Way in July 2021.

## BEACH SAND RESTORATION PROJECTS

The City understands the importance of sandy beaches for the protection of coastal infrastructure, recreation, and the local economy. A year-long study was completed in 2021 to identify feasible solutions to protect the beach from long-term erosion. A pilot project was selected and the next phase of the study will soon be underway.

## PIER VIEW WAY BRIDGE STUDY

Staff conducted extensive public outreach to inform the proposed rehabilitation of the historic Pier View Way Bridge (the white concrete portion leading onto the Oceanside Pier).

## BEACHFRONT IMPROVEMENTS PHASE I

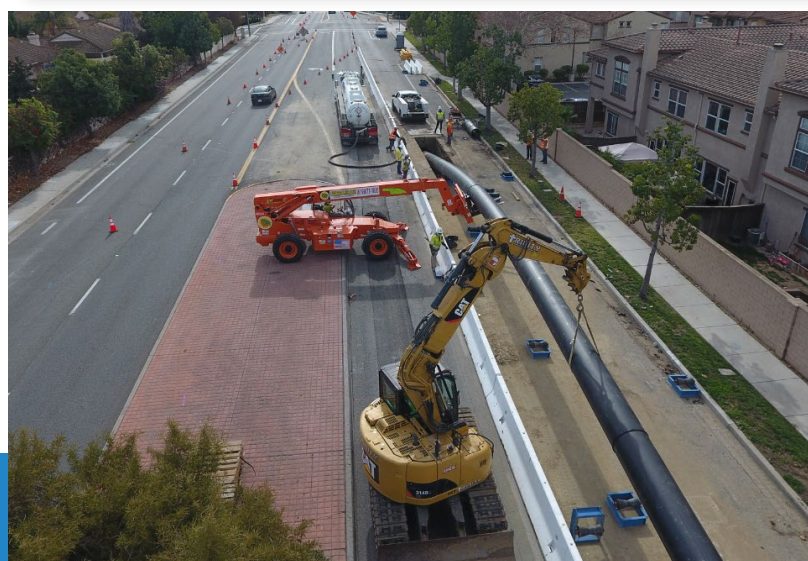
The new Mission Avenue staircase was opened to expand beach access in April 2021. A new sewer lift station was commissioned to improve reliable sewer services to the area. Seating and landscaping was added, and a portion of The Strand was repaved.

## BEACHFRONT IMPROVEMENTS PHASE II

Completed the "Discovery Phase" public outreach component of the project, including a community outreach meeting, two specifically-focused community meetings, and presentations before commissions and committees totaling 21 outreach meetings.

## PURE WATER OCEANSIDE

This is the first fully operational potable reuse facility in San Diego County which will produce enough water to provide more than 30% of the City's water supply.



# MAJOR PROJECTS

## ROAD IMPROVEMENTS

**53 lane miles** were paved through the City's Street Overlays, Slurry Seals, and Public Works projects, with the help of Measure X. Public Works filled **2,400 potholes**.

## NEW DOWNTOWN FIRE STATION 1

Measure X revenue funded the design of the new Fire Station 1, to be constructed at 602 Civic Center Drive, where the City's current Code Enforcement offices are situated. The City was elated to receive a **\$3.5 million federal grant** to help offset costs.

## BUCCANEER PARK STUDY

Staff conducted public outreach via social media, two community meetings, and an online survey, and prepared conceptual designs for new restrooms and amenity upgrades for the park.

## NEW WORLD-CLASS AQUATICS CENTER

Completed the construction of the William A. Wagner Aquatic Center at El Corazon; the Grand Opening Ceremony was held on August 21, 2021.

## OCEANSIDE HARBOR DOCK IMPROVEMENTS

The Harbor's longest and oldest dock was replaced. This massive floating concrete dock includes an ADA gangway, three ADA-accessible slips, upgraded electric service, wider walkways, and an upgraded fire suppression system.

## COLLEGE BOULEVARD WIDENING PLANS

The road-widening designs were initiated with plans to expand College from Waring Road to Old Grove Road.

## OCEANSIDE'S FIRST YEAR-ROUND SHELTER

Acquired the former Ocean Shores High School Property on Oceanside Boulevard, consisting of 3.5 acres of land and buildings to establish a year-round homeless shelter for Oceanside residents. A shelter operator was selected, and construction plans were submitted with the goal of opening the "Housing Navigation Center" in 2022.



# COMMUNITY SERVICES

*Improving our quality of life*

## SENIOR MEALS HOME DELIVERED

Senior Services staff worked with the City's nutrition partner, "Serving Seniors," to home-deliver over **97,910 meals** and provide **14,830** congregate and "drive-through pickup" senior meals for residents in need.

## SENIOR SERVICES

The City's '[Go Oceanside](#)' Senior Transportation Program provided over **3,600 rides** offered through various delivery models. This essential service provides needed rides for senior residents to get to doctor appointments & more.

## EXPANDED RECREATIONAL OPPORTUNITIES

Staff expanded access to Bishop Recreation Center and the Jr. Seau Beach Community Center with a goal of having "open-play" drop-in programming activities such as basketball, volleyball and pickleball offered at least five days week at each facility. The Oceanside Surf Camp Program was also expanded to operate spring, summer and fall where it was primarily a "summer-only" program in previous years. In addition, the design was completed and a construction contract was awarded for pickleball court improvements at Melba Bishop Park – get your rackets ready!



# COMMUNITY SERVICES

*Improving our quality of life*

## COMMUNITY RESOURCE CENTERS

Oceanside has three [Community Resource Centers](#) which collaborate with nonprofit agencies to help residents access needed services. The Centers also provide a meeting place for neighborhood associations and support groups, after-school programs, youth and adult educational and health programs, and computer access and training. In 2021, the Community Resource Centers hosted four community celebrations featuring partners providing helpful resources on social services, healthcare, and education.

## NUTRITIONAL NO-COST FOOD PROGRAMS

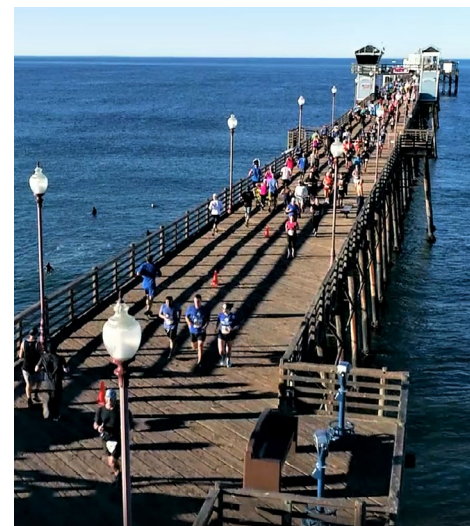
Initiated programs to provide food to **1,721** low-income Oceanside families.

## PILOT PROGRAM FOR MODERATE-INCOME HOME OWNERSHIP LAUNCHED

A pilot program was launched in August 2021 to assist three Oceanside households with a down payment loan to help buyers be a competitive purchaser in the current market.

## SUCCESSFUL LARGE-SCALE SPECIAL EVENTS

Parks & Recreation staff coordinated a highly condensed special event schedule due to event organizers eager to initiate their events once 2021 COVID-19 event restrictions were lifted. Well-attended events such as Ironman 70.3, Race Across America, Super Girl Pro Surf Contest, and the annual Turkey Trot were safely and successfully executed in a short time frame.



# COMMUNITY SERVICES

*Improving our quality of life*

## KEEPING OCEANSIDE SAFE AND CLEAN

This continual effort spans many City Departments and requires constant coordination between staff, other agencies, and private property owners. In 2021...

- Street Sweeping staff removed **5,292,280 pounds** of debris from Oceanside roadways to keep our streets and waterways clean.
- Oceanside Fire and Beach Lifeguard personnel, along with Public Works staff, responded to the **oil spill** which occurred in October 2021 in Huntington Beach. Oceanside beaches were minimally impacted and beaches were cleaned through November 2021.
- Development Services staff processed **4,784** building permits; these are required for most construction or remodeling projects in order to ensure the safety of the work.
- Public Works Department trimmed **3,688** trees, filled **2,400** potholes and eradicated graffiti at over **840** sites
- Constructed a pedestrian walkway from the Oceanside Transit Center to Mission Avenue, improving safe access to transit
- Conducted 176 homeless encampment cleanups at 438 locations and removed **18,346** associated bags of debris.



# COMMUNITY SERVICES

*Improving our quality of life*

## KEEPING OCEANSIDE SAFE AND CLEAN *(continued)*

- Initiated an American Disabilities Act (ADA) Self Evaluation and Transition Plan to update the City's ADA Strategic Plan to ensure that all programs, activities, and services are available to all.
- The Oceanside Sobering Services Center assisted **206** people, getting them safely off of the streets for the night and offering further resources. Of these, **56** individuals were housed.
- Remodeled two additional Oceanside Harbor service buildings, including restrooms and laundry rooms. Improvements included porcelain tile walls, epoxy floors, solid surface counters and partitions. Maintenance staff used this opportunity to improve ventilation and increased ADA access.
- Completed construction of an ADA sidewalk and ramps along the new Tremont Collective commercial space
- Installed five shade sails at Prince Memorial Skatepark on Alex Road; made significant progress on water and electrical design for the new restrooms to be installed in 2022.
- Coordinated intensive waterway litter removal, resulting in over **58,000 lbs. of trash** removed from Oceanside creeks and San Luis Rey River in 2021
- Hosted four Neighborhood Clean Up events
- A Dog Facilities Study was completed, identifying potential safe locations to site a dog play space.



# COMMUNITY SERVICES

*Improving our quality of life*

## NOTABLE LIBRARY SERVICES

The Oceanside Public Library continues to work toward offering a wide variety of novel, valued, and creative programs and services:

- **Home-delivered 35,000** books and materials to Oceanside residents. Begun in response to the pandemic, the home deliveries continued throughout 2021.
- The Library presented **750** programs with over **12,000** attendees, both online and in-person.
- Over **320,000** Library items, including e-books, were checked out.
- The Library established **new “Mini-Libraries”** at Bishop Recreation Center and the El Corazon Senior Center, with more coming in 2022!
- Staff expanded Library hours and Bookmobile stops, adding regular stops at both City Senior Centers.
- **The Library opened two new public spaces:** [Oceanside READS Learning Center](#) relocated to a new space and expanded Family Literacy services, and the [Early Learning and Community Information Hub](#) at Civic Center Library was built for families and caregivers.
- The Library employed **16 paid Teen Interns** using grant support, and provided them mentoring, social-emotional skill development and job preparedness training.



# COMMUNITY SERVICES

*Improving our quality of life*

## RESTORING ESSENTIAL NATURAL SPACES

- Completed habitat restoration work on three areas at the City's central El Corazon property; installed educational signage along the [Garrison Creek Trail](#).
- Managed invasive species removal across **20 acres** of City property.
- Purchased **4.32 acres** of property for the coming [Loma Alta Slough Wetlands Restoration Project](#) and began project designs to expand coastal wetland habitat and improve public access through trails and educational signage.

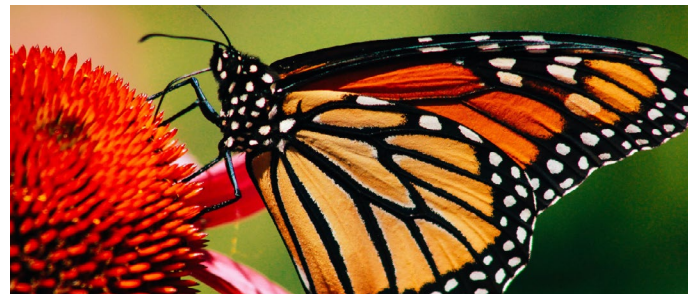


# COMMUNITY SERVICES

*Improving our quality of life*

## GREENING OUR CITY

- Rolled out the new [Food Scraps Recycling Program](#) to over 1,000 Oceanside businesses.
- Achieved first place in the [National Mayor's Challenge for Water Conservation](#) through an all-out community collaboration.
- Distributed over **400** backyard compost bins to Oceanside residents.
- Received the National Recycling Coalition Award for Outstanding Diversion Innovation for the City's Green Oceanside Kitchen.
- Began installation of water bottle refill stations at the Oceanside Harbor, parks, and pools, to reduce plastic pollution and promote tap water.
- As part of SDG&E's "Power Your Drive Program," four electric vehicle charging stations were installed at Luiseño Park.
- Participated in the National Mayor's Monarch Pledge and encouraged residents to plant native California milkweed to feed endangered Monarch butterflies.



# HOUSING SOLUTIONS

*Finding creative solutions together*

## HOMELESSNESS

Addressing homelessness is a top priority for our community and for City leaders. Homelessness affects the entire City, from concerns about safety, to community cleanliness, to impacts on the local economy and general quality-of-life. Homeless individuals have a difficult day-to-day experience and need assistance. The scope and breadth of this complex, national problem is complicated. Putting the right combination of solutions together, in partnership with the County, service providers, faith communities, and volunteer organizations can help improve conditions. The recommendations the City Council approved in 2021 are rooted in partnerships, and represent a mixture of short-term and long-term measures. Addressing an issue of this complexity takes significant effort, and contributions and collaboration across many organizations and governments at *all* levels. Oceanside is committed to making a difference and we hope you stay engaged on this issue as we make progress with new initiatives. Many simultaneous efforts are occurring to help end homelessness in Oceanside.

**Take a look at 2021 endeavors and results:**

### HOTEL VOUCHER PROGRAM

This fruitful effort began in April 2021 and has been an instrumental tool in immediately moving people from the streets. 198 people were sheltered through this program in 2021. 46 percent of the 198 people enrolled in the program moved into longer-term living situations. This is significantly higher than the benchmark. 32 of those enrolled entered residential treatment programs, 20 obtained permanent housing, 16 were placed in bridge housing, and 8 found jobs.

### EMERGENCY HOUSING VOUCHERS

Awarded and implemented 43 Emergency Housing Vouchers to provide rental assistance to individuals and families who are homeless, at-risk of homelessness, or fleeing domestic violence.

### HOUSING CHOICE VOUCHERS

Administered 1,587 Housing Choice Vouchers, a federal program for assisting very low-income families, the elderly, and the disabled to afford safe housing in the private market.

### HOMELESS SHELTER

The Oceanside City Council took steps in November 2021 to advance Oceanside's first year-round shelter. They approved construction costs and an operating agreement with the San Diego Rescue Mission for the 50-bed Housing Navigation Center at the centrally-located 3131 Oceanside Boulevard property.

The shelter will be committed to providing a safe, low-barrier-to-entry facility. Services are to include stabilization and supportive assistance to connect people to income, public benefits, medical and mental health services, and permanent housing. The program will use a person-centered, trauma-informed care model.

### Hotel Voucher Program

**198**

People sheltered through hotel voucher program

**46%**

Moved on to longer-term housing

**32**

Entered residential treatment programs

**20**

Obtained permanent housing

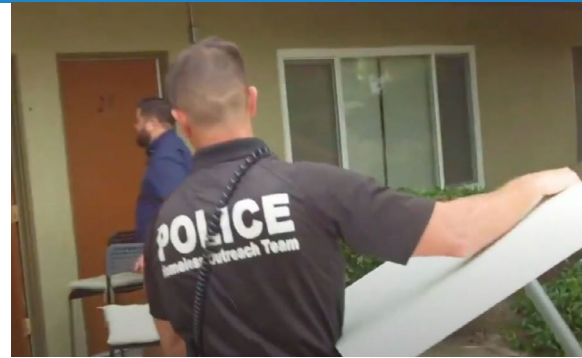
**16**

Placed in Bridge Housing



# HOUSING SOLUTIONS

*Finding creative solutions together*



## HOMELESS OUTREACH TEAMS

In 2021, Oceanside's two Homeless Outreach Teams (HOT) made **1,015** contacts on the streets of Oceanside, provided shelter **174** times, and helped place **15** people into permanent housing.

## PERMANENT SUPPORTIVE HOUSING

In June 2021, the City Council committed \$3.5 million and 59 "Section 8" housing vouchers towards a 60-unit affordable housing development. The project includes \$6 million in state funds, along with private sector funding. On January 12, 2022, the City Council approved the funding plan.

50 studio apartments and nine one-bedroom apartments will provide permanent supportive housing for homeless Oceanside residents. Five of the units will be specifically for Veterans. 29 of the units will be set aside for adults with disabilities. Nine one-bedroom apartments will house extremely low-income Oceanside families. One unit will house an on-site manager. The residents will be provided with, and encouraged to take advantage of, on-site supportive services for physical and mental healthcare, Veterans' programs, and other needed services. Construction of the complex is expected to start in late 2022 and be completed by late 2024.



# COVID-19 EFFORTS

*Continuing efforts to quell the pandemic and minimize its impacts*



- The Oceanside Fire Department (OFD) took part in "Operation Collaboration," a vaccination initiative that brought together fire department personnel from across the County to deliver vaccines. OFD personnel devoted **3,927 hours** to this program.
- City Resource Centers hosted **48** vaccination and testing clinics, assisting over 25 people per event.
- A COVID-19 testing operation was situated at City Hall March 10 through June 24, 2021, and a County vaccination event was held at City Hall on June 17, 2021.
- Communications staff continued to focus on distributing the latest factual COVID-19 regulations, guidance, and assistance program information as quickly as possible through numerous channels.
- **Mayor Sanchez** shared with the community about her quick, easy COVID-19 vaccination experience.
- **344** Oceanside small businesses received COVID-19 assistance grants to help keep them open and thriving.
- Local nonprofits providing public services were awarded **\$30,000** in City grants for personal protective equipment and to enhance the safety of youth programming.
- The City partnered with local farmers and others to provide nutritious food to **1,721** low-income Oceanside residents in need.
- A nonprofit grant program using **\$1 million** in American Rescue Plan Act funds was launched in December 2021. Awards will be distributed in 2022.
- A survey and five community meetings were held in late 2021 to hear directly from residents on how the American Rescue Plan Act funding received can best align with our local priorities.
- The Oceanside Public Library made home deliveries of over **35,000** books and materials to Oceanside residents in 2021.
- The Library distributed **2,000** at-home COVID-19 Rapid Testing Kits.
- The Oceanside Police Department launched the use of Zoom for crime reporting purposes.
- Completed **5,261** electronic building plan reviews and issued **3,777** building permits electronically throughout the pandemic.
- The City's Economic Development Division set up an outside dining area at the Oceanside Civic Center Plaza to assist downtown restaurants.
- Water Utilities staff assisted **148** customers through Oceanside's COVID-19 Ratepayer Relief Program.



# RESPONSIBLE FINANCIAL PERFORMANCE

The City of Oceanside plans ahead in order to maintain a fiscally sound and stable city. We operate from a balanced five-year financial forecast of revenues and expenditures that is updated each year.

Consistent with the strong economic outlook and decreasing unemployment, Oceanside continues to see investment in commercial properties, hotels, and strong home sales, which is expected to result in consistent incremental increases in revenue over the next several years. [2021 financial highlights](#)

- The City was honored to receive the Government Finance Officers Association Distinguished Budget Presentation Award for its [FY 2021-22 Budget Book](#).
- Staff obtained **\$23.5 million** in grant funding, saving public dollars for essential projects.
- The Financial Services Department issued **8,569** new and renewed Business Licenses.



**GENERAL FUND INCREASE  
OF \$23.9 MILLION**



**OBTAINED \$23.5 IN GRANTS,  
SAVING PUBLIC FUNDS**



**AWARDED FOR GOVERNMENT  
FINANCIAL REPORTING**



**ISSUED 8,569 NEW AND  
RENEWED BUSINESS LICENSES**



# HOW WE ENGAGE AND INFORM

The City Manager's Office plans and implements a communications program for the City, which includes the dissemination of public information to the media, community members, and our state and federal legislators.

The City uses digital (website, social media, e-newsletters), video, analogue (flyers, inserts), community meetings, and live events to actively engage residents around City news most relevant in our community.

Engagement in the digital realm has been effective: the "open" rate on the monthly Oceanside Tide e-newsletter is over 45% (by contrast, the industry average hovers around 25%). Twelve Oceanside Tide community e-newsletters were circulated in 2021. [Sign up today!](#)

2021 also saw the organic growth of the City's social media followers to over **61,000** through continued engagement on a wide variety of topics, posted daily.

Public Information efforts additionally included the production of a multitude of videos aired on KOCT-TV, on social media, and posted to the City website. 2021 video topics included [Oceanside's Programs to Diminish Homelessness](#), [Police Senior Volunteer Patrol Program](#), the recently established railway [Quiet Zone](#), [El Corazon's William Wagner Aquatics Center](#), [Fireworks in Oceanside](#), [Measure X](#), [Shop Local](#) campaign, [Sister Cities 30 year commemoration](#), [Buddy Todd Park](#), highlighting our community in the annual [Tree Lighting Celebration](#), and a positive [New Year message](#).

[The City's website](#) is another important tool to engage citizens with important news. The website had **3.1 million** visits in 2021, and we are beginning the process to modernize our well-traveled website through a contract approved in January 2022.

Oceanside's Customer Care team was also there to answer your call, personally. In 2021, they answered **64,671** phone calls and entered **26,715** requests into a tracking system for further action. *We invite you to stay engaged!*

[www.OceansideCa.org](http://www.OceansideCa.org)



## CITY COMMUNICATIONS



### DIGITAL NEWS

The City utilizes the monthly Oceanside Tide newsletter and more frequent News Releases

### SOCIAL MEDIA

Marketing efforts are improved by reaching residents and visitors over five platforms.

**61,000**  
followers



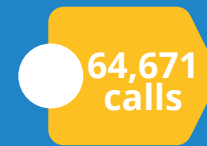
### WEBSITE CONTENT

Posting up-to-date information on projects, programs, meetings, and events daily.

**3.5 M**  
visits

### VIDEOS

Videos on a wide variety of topics are produced to air on KOCT-TV, the City website, and social media platforms..

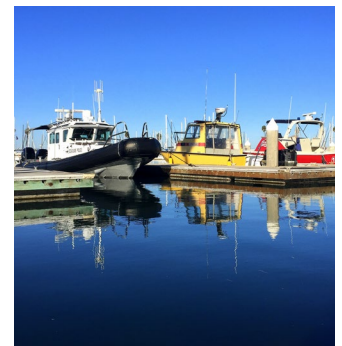
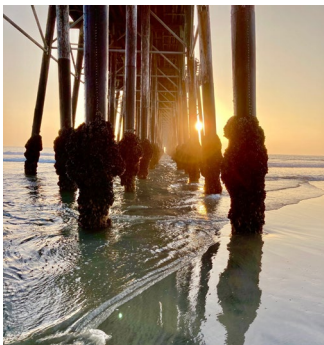
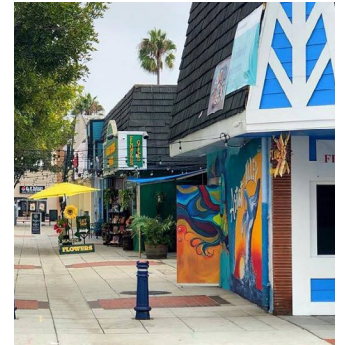
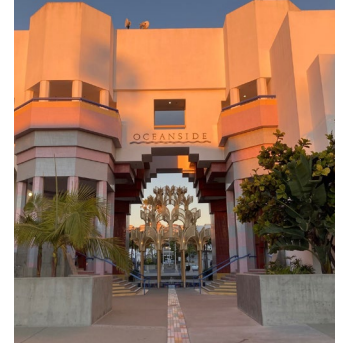


### MEETINGS | CALLS EVENTS

Community feedback is received via public meetings and through the City's Customer Care system.

**64,671**  
calls

LOOKING FORWARD TO  
ALL WE CAN ACHIEVE  
TOGETHER IN 2022!



## CONTACT US

Call (760) 435-4500

Email [CustomerCare@OceansideCA.org](mailto:CustomerCare@OceansideCA.org)

Use the ["My Oceanside" City App](#)...*Click, done!*

